

**AMENDMENTS TO THE ABSTRACT:**

*Please replace the originally filed Abstract with the following new Abstract:*

A cold cathode tube for illuminating pixels with light which is in accordance with an output signal has luminance which gradually increases at a rise and gradually decreases at a fall per one frame time. In certain example embodiments, illuminating elements respectively illuminate display elements in such a manner that each illuminating element group respectively illuminates a display element group in a second luminance in a period from Time P to Time (P + tb), and illuminates in a first luminance in a period from the Time (P + tb) to Time (P + f), the second luminance being darker than the first luminance, where tb is a predetermined time, f is one vertical period, and the Time P is a time at which a display element band having an earliest scanning time in the display element group the illuminating element group illuminates is scanned.